

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

Claims 1-11 (canceled).

12. (original): A plasma display panel driving method for carrying out a display corresponding to input picture signals by causing a discharge to occur by repeatedly applying displaying pulses to each of said discharge cells of a plasma display panel comprising a plurality of discharge cells supporting display pixels, said method comprising:

an average brightness computing step for computing the average brightness of an image displayed in accordance with said input picture signals;

an illuminance detecting step for detecting an ambient illuminance of said plasma display panel; and

a driving step for computing an application frequency at which said displaying pulse is to be applied using a conversion function, which has said average brightness and said illuminance as parameters, and applying said displaying pulse to each of said discharge cells in accordance with said application frequency.

13. (original): The plasma display panel driving method according to Claim 12, wherein said conversion function is expressed by superimposing a first conversion function for converting to an application frequency that makes said average brightness lower as said average

brightness becomes higher, and a second conversion function for making said application frequency smaller as said illuminance becomes lower.

14. (original): The plasma display panel driving method according to Claim 12, wherein the computing of said application frequency is carried out each frame period of said input picture signal.

15. (original): The plasma display panel driving method according to Claim 12, wherein said conversion function achieves a fixed value said application frequency in a range in which said average brightness is lower than a prescribed brightness level.

16. (original): The plasma display panel driving method according to Claim 15, wherein said prescribed brightness level becomes smaller as said illuminance becomes smaller.

17. (original): A plasma display panel driving method for carrying out a display corresponding to input picture signals by causing a discharge to occur by repeatedly applying displaying pulses to each of said discharge cells of a plasma display panel comprising a plurality of discharge cells supporting display pixels, said method comprising:

an average brightness computing step for computing the average brightness of an image displayed in accordance with said input picture signals;

an illuminance detecting step for detecting an ambient illuminance of said plasma display panel;

a first brightness limiting step for converting to an application frequency for said displaying pulse that makes said average brightness lower as said average brightness becomes higher;

a second brightness limiting step for converting to said application frequency that makes said average brightness lower as said average brightness becomes higher such that said application frequency obtained for said average brightness becomes smaller than in said first brightness limiting step; and

a driving step for applying said displaying pulse to each of said discharge cells in accordance with said application frequency obtained by said first brightness limiting step when said illuminance is relatively high, and, conversely, for applying said displaying pulse to each of said discharge cells in accordance with said application frequency obtained by said second brightness limiting step when said illuminance is relatively low.

18. (original): A plasma display panel driving device for carrying out a display corresponding to input picture signals by causing a discharge to occur by repeatedly applying displaying pulses to each of said discharge cells of a plasma display panel comprising a plurality of discharge cells supporting display pixels, comprising:

average brightness computing means for computing the average brightness of an image displayed in accordance with said input picture signals;

illuminance detecting means for detecting an ambient illuminance of said plasma display panel; and

driving means for computing the application frequency of said displaying pulse to be applied using a conversion function, which has said average brightness and said illuminance as parameters, and for applying said displaying pulse to each of said discharge cells in accordance with said application frequency.

19. (original): The plasma display panel driving device according to Claim 18, wherein said conversion function is expressed by superimposing a first conversion function for converting to said application frequency that makes said average brightness lower as said average brightness becomes higher, and a second conversion function for making said application frequency as small as said illuminance is low.

20. (original): The plasma display panel driving device according to Claim 18, wherein the computing of said application frequency is carried out each frame period of said input picture signal.

21. (original): The plasma display panel driving method according to Claim 18, wherein said conversion function achieves a fixed value said application frequency in a range in which said average brightness is lower than a prescribed brightness level.

22. (original): The plasma display panel driving method according to Claim 21, wherein said prescribed brightness level becomes smaller as said illuminance becomes smaller.

23. (original): A plasma display panel driving device for carrying out a display corresponding to input picture signals by causing a discharge to occur by repeatedly applying displaying pulses to each of said discharge cells of a plasma display panel comprising a plurality of discharge cells supporting display pixels, comprising:

average brightness computing means for computing the average brightness of an image displayed in accordance with said input picture signals;

illuminance detecting means for detecting an ambient illuminance of said plasma display panel;

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first brightness limiting means for converting to an application frequency for said displaying pulse that makes said average brightness lower as said average brightness becomes higher;

second brightness limiting means for converting to said application frequency for said displaying pulse that makes said average brightness lower as said average brightness becomes higher such that said application frequency obtained for said average brightness becomes smaller than that by said first brightness limiting means; and

driving for applying said displaying pulse to each of said discharge cells in accordance with said application frequency obtained by said first brightness limiting means when said illuminance is relatively high, and, conversely, for applying said displaying pulse to each of said discharge cells in accordance with said application frequency obtained by said second brightness limiting means when said illuminance is relatively low.